

SSC&B Inc. Advertising

TO John Bergin

DATE 6/22/76

FROM George Poris

Here's the personnel list you requested. The name of the game is turnover. The reasons are: 1. money 2. opportunity to grow 3. more "freedom", in that order.

<u>NAME</u>	<u>TERMINATION DATE</u>	<u>WHERE TO</u>	<u>WHY</u>
(COPY)			
MARTY EVARDS	5-3-74	BERNIE KAHN, ASSOC.	MONEY/OPP.
MONTE MATHEWS	6-7-74	REVLON	MONEY
DON WILDE	12-30-74	SSC&B	CHANGE OF ASSIGNMENT
KATHI STRAUSS	3-7-75	MARSCHALK	MONEY
SANDI BURROWS	4-4-75	REVLON	OPP/MONEY
CYNTHIA WEBBER	6-30-75	GREY	MONEY
JOHANNA HAWKINS	5-14-75	ESTY	MONEY
LOIS GALEN	6-25-76	SHIMA/PASSBERGER	OPP/MONEY
(ART)			
DICK HUEBNER	3-31-74	SHIRLEY POLYKOFF	OPP/MONEY
TED BOSSIER	8-23-74	TRACY, LOCKE	OPP/MONEY
WARREN GODFREY	11-22-74	CUNNINGHAM&WALSH	MONEY
DEBBIE FRITTS	1-17-75	SHIRLEY POLYKOFF	MONEY
MARTY STEVENS	8-22-75	REVLON	OPP/MONEY
VINCE FIGLIOLA	2-15-76	-----	INCOMPAT- BILITY
GARY SHAPIRO	5-7-76	NADLER&LARIMER	MONEY
KEN KINNER	6-30-76	-----	INCOMPAT- BILITY

GEORGE J. PORIS

285 Whitman Street
Haworth, New Jersey 07641

(201) 385-2264 (home)
(212) 644-5000 (office)

1971 -- Present:

SSC&B, INC.
SENIOR VICE PRESIDENT, CREATIVE DIRECTOR

Responsible for the creative output of the agency, working on all accounts at SSC&B.

1968 -- 1971:

REVLON, INC.
VICE PRESIDENT, DIRECTOR OF ADVERTISING

Responsible for all domestic advertising for this major cosmetic company. Supervised the Revlon Creative Workshop, the in-house agency, as well as Grey, Inc.

1957 -- 1968:

SSC&B, INC.
SENIOR VICE PRESIDENT, ASSOCIATE DIRECTOR OF CREATIVE SERVICES

Over the course of this eleven year period, wrote for virtually every account in the agency. Primarily identified with Noxzema Skin Cream, Cover Girl, Breck, 'all' Detergents, Pall Mall Cigarettes, Arrid, Rise. Others: Ballantine Beer, Lifebuoy Soap, Lipton Tea, Micrin, S & H Green Stamps, Rit Dye.

1951 -- 1957:

BENTON & BOWLES, INC.
COPY GROUP HEAD

Instant Maxwell House Coffee, Mutual of New York Life Insurance (MONY), Post Cereals, Gaines Dog Food, G. F. Institutional, Tide, American Express Travelers Cheques

GEORGE J. PORIS (cont.)

1948 -- 1951:

ESQUIRE, INC.
PROMOTION COPY CHIEF

Advertising promotion copy for Esquire and Coronet Magazines.

ADDITIONAL EXPERIENCE:

MODERN MERCHANDISING BUREAU, INC.

Copywriter on fashion, fabric and soft goods accounts.

RUTHRAUFF & RYAN, INC.

Copy Cub.

LENNEN & MITCHELL, INC.

Mail Room.

EDUCATION:

COLUMBIA COLLEGE, 1948, A. B., Cum Laude
Phi Beta Kappa

PERSONAL:

Married. Three children.
Age: 49

U. S. Army Air Force (Four years service)

CREATIVE EXECUTIVE

George Poris

Associate Creative Directors

Carolyn Hirschklau
Trisha Ingersoll

Copy Supervisors

Debbie Stern
Harry Nye

Copywriter

~~Lorrie Ador~~

~~Peter Kellogg~~

Executive Art Director

Jim Abel

Senior Art Director

Paul Nye

Art Directors

Don Preziosi
Heidi Goennel

Producers

Nick Pellegrino
Elio DiBiase
Don Harrington
Don Keller

Accounts

Cover Girl Products
New Products
Savvy
Pepsodent
S&H
Liquid "all"
Dishwasher "all"
J&J 2B

CREATIVE EXECUTIVE

George Poris

Associate Creative Directors

Carolyn Hirschklau
Trisha Ingersoll

Copy Supervisors

Debbie Stern
Harry Nye

Copywriter

Lorrie Ader
Peter Kellogg

Executive Art Director

Jim Abel

Senior Art Director

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CREATIVE EXECUTIVE

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Trisha Ingersoll

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Harry Nye

Copywriter

Lorrie Ader
Peter Kellogg

Executive Art Director

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Senior Art Director

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Creative Executive

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Trisha Ingersoll

Copy Supervisor

Debbie Stern
Harry Nye

Copywriter

Lorrie Ader

Executive Art Director

Jim Abel

Senior Art Director

Paul Nye

Art Directors

Don Preziosi
Heidi Goennel

Producers

Nick Pellegrino
Elio DiBiase

Creative Executive

Libby Daniell

Associate Creative Directors

Mary Ellen Harris
Mavis Cain

Copywriters

Jack Staub
Tom Pastore

Executive Art Directors

Bob Fudge
Bob Kelly

Art Directors

Lynne Lancaster
Jackie Obrandt

Producers

Stan Noble
Don Harrington

COVER GIRL CREATIVE GROUP

GEORGE PORIS
(SR. V.P. CREATIVE EXEC.)

TRISHA INGERSOLL
(ASSOC. C.D.)

MS. "X"
(ASSOC. C.D.)

DEBRA STERN
(COPY SUPERVISOR)

LORRIE ADER
(COPYWRITER)

ASSIGNMENTS

C.G. Eyes (All Products)
C.G. Lips (All Products)
C.G. Nails
MoistureWear Makeup
(All Products)
MoistureWear Lips
"Over 25" Cleanser
"Over 25" Moisturizer

ASSIGNMENTS

Clean Makeup
SuperSheer
Oil Control Makeup
Cover Girl Blush
Cover Girl Treatment
Finishing Fluid
Skin Clinic Treatment
Skin Clinic Hands

ASSIGNMENTS

MoistureWear Eyes
New Products

ART

JIM ABEL
(V.P. EXEC.
ART DIRECTOR)

DON PREZIOSI (A.D.)
HEIDI GOENNEL (A.D.)

TV

NICK PELLEGRINO



GEORGE PORTIS GROUP

Associate Creative Director

Trisha Ingersoll
Maggie Perkins
New - Lareau Req.

Copy Supervisor

Debbie Stern

Copywriters

Jack Staub
Lorrie Ader

Executive Art Director

Jim Abel

Senior Art Director

Bob Fudge

Art Directors

Don Preziosi
Heidi Goennel
Lynne Lancaster

ON-GOING ACCOUNTS

Noxell Corp.: Cover Girl
Clean Makeup, Oil Control Makeup,
Lip Softeners, 'Shine Makers',
Long 'n Lush Mascara, Thick Lash
Mascara, Professional Mascara,
One-Stroke Shadows, 9-Hour Eye
Polish, Nail Slicks, 9-Hour
Cheek Color, Raintree Lotion,
Noxzema Skin Cream, MoistureWear
Makeup.

Lehn & Fink: Givenchy III,
Givenchy Gentleman.

Bristol Myers: Savvy.

TEST MARKET ACCOUNTS

Noxell Corp.: Raintree Lotion,
Noxzema Antiseptic Skin Cleanser,
Heart of Oats Hand Lotion.

Bristol Myers: Savvy.

IN DEVELOPMENT

Noxell Corp.: Cover Girl
Professional Skincare, Oil
Control Blush, Face Color, New
Mascara, New Eye Shadow, Skin
Clinic Treatment, Skin Clinic
Hand Lotion, Skin Clinic Clean-
sing Bar, Raintree Male Line,
Raintree New Products, Noxzema
Cleansing Lotion, Noxzema Clean
Cream, China Oil Moisture Lotion,
Cocoa Butter Lotion, Moisturewear
Over 25 Cleanser, Moisturewear
Over 25 Lotion, Moisturewear
Lipsticks, New Makeup

HARRY AZOPIN GROUP

Associate Creative Directors

Rick Meyer

Copy Supervisor

Frank Marrone

Copywriters

Pam Walters

New - (Tobacco Req.)

Executive Art Director

John MacDonald

Senior Art Director

Jim Bilelis

Art Directors

Scott Carouge

New (Jr. AD Req.)

ON-GOING ACCOUNTS

Glenbrook Labs: Adult Bayer Aspirin (arthritis and headache), Bayer Timed Release for Arthritis, Bayer Children's Cough Syrup, Bayer Children's Cold Tablets.

American Can: Dixie Cups, Dixie Livingware, Dixieware.

Amstar: Domino Sugar (Consumer), Domino Sugar (Industrial).

Lever Brothers: Lifebuoy.

American Tobacco: Tareyton and allied brands.

TEST MARKET ACCOUNTS

Lever Brothers: Praise Dishwashing Liquid.

IN DEVELOPMENT

Lever Brothers: New Lifebuoy stronger deodorancy.

Amstar: Brownulated Brand Brown Sugar.

Glenbrook Labs: Bayer Children's Liquid Pain Reliever.

CAROLYN HIRSCHKLAU GROUP

Associate Creative Director

Mary Ellen Harris

Copy Supervisor

Bud Nye

Copywriters

Elaine Saxon

Tom Pastore

Executive Art Director

Bob Kelly

Senior Art Director

Paul Nye

Art Directors

Joe Camilletti

Jim Wells

Jackie Obrant

ON-GOING ACCOUNTS

Lever Brothers: Concentrated
"all", Dishwasher "all",
Pepsodent Toothbrush.

Lehn & Fink: Mop & Glo, Wet
Ones.

S&H Green Stamps

Encyclopaedia Britannica

TEST MARKET ACCOUNTS

Lehn & Fink: Mop & Glo Restage

IN DEVELOPMENT

Lever Brothers: DX Toothbrush,
Pepsodent backups.

Lehn & Fink: Solid Air
Freshener, Heavy Duty Wet Ones.

Encyclopaedia Britannica: Fast
Feed Back.

DICK MERCER GROUP

Associate Creative Directors

Bob Conlon
Judy Lotas

Copy Supervisors

Clay Delauney
Patti Otis

Copywriters

Kristi Gunnill
Peter Kellogg

Executive Art Director

Don Nevins

Senior Art Director

Mike Scherfen

Art Directors

Ralph Palamidessi
New AD

ON-GOING ACCOUNTS

Lehn & Fink: Lysol Basin/Tub/
Tile Cleaner, Lysol Disinfectant
(Liquid), Lysol Deodorizing
Cleaner, Lysol Disinfectant Spray,
Lysol Toilet Bowl Cleaner.

Johnson & Johnson: Johnson's
Baby Shampoo.

Lego Systems: All Lego Building
Sets.

Thomas J. Lipton: Cup-a-Soup,
Souper Bowl.

Lever Brothers: Cherish.

Personal Products: Assure.

Glenbrook Labs: Bayer Children's
Aspirin.

DON WILDE GROUP

Associate Creative Directors

Steve August
Mavis Cain

Copy Supervisors

Jack Fuiks
Mark Kamen

Copywriters

Nancy Richman
Dan Preniszni
Graham Hubbel

Executive Art Director

Stan Oill

Senior Art Director

Vince Gatto

Art Directors

Frank Murakami
Grace Ganley
Michael Rose
Bill Strain

ON-GOING ACCOUNTS

Thomas J. Lipton: Tea Bags
(Hot & Iced), Instant & Mix,
Canned, Orange-Flavored, Lemon
Tree, Flavored Tea Bags, New
Stronger Brew Tea, Spatini.

Johnson & Johnson: Regular
Disposable Diapers, Overnight
Diapers, Newborn Diapers, New
Panty Shape Diapers, Swabs,
Carefree Panty Shields.

Lever Brothers: Liquid "all",
Autumn Margarine.

Renfield: Martini & Rossi,
Remy Martin.

American Tobacco: Pall Mall and
allied brands.

American Cigar: A&C, Several
others.

Sunshine: All cookies and
crackers.

Citicorp: First National City
Travelers Checks.

Nationwide.

Tropicana.

TEST MARKET ACCOUNTS

Johnson & Johnson: Nanny back-up,
new one-piece tab diaper, new
print campaign.

Thomas J. Lipton: Lemon Tree Mix,
new strategic concepts.

IN DEVELOPMENT

Lipton and Johnson & Johnson will
become even more active.

1974

COPY
LAREAU
MCIVER
MCNICCOL

EVARDS
MATTHEWS

WEBBER
STRAUSS

CAIN
O'HANLON

(9)

ART

HEUBNER
GODFREY
SILLEN
DE BOSSIER
FRITTS
KELLY

(6)

1976

COPY
LAREAU
STERN

MCIVER

GAELEN
~~STERN~~

CAIN
O'HANLON

(6)

ART

ABEL
SILLEN
KINNER
ELEFTHERIOU
KELLY

(5)

1978

COPY

INGERSOLL
ADLER
STERN
CAIN
~~STERN~~

(4)

ART

ABEL
KELLY
PREZ
~~STERN~~
WEL

(11)

1974

COVER GIRL MKP.

COVER GIRL SUPERSHEER

COVER GIRL MOISTURE MKP.

COVER GIRL EYES

COVER GIRL LIPS

RAINTREE LOTION

NOX. SKIN CREAM

SAVVY

GIVENCHY

BRECK CREAM RINSE

BRECK HAIR SPRAY

BRECK SHAMPOO

1976

COVER GIRL MKP.

COVER GIRL SUPERSHEER

COVER GIRL MOISTURE MKP.

COVER GIRL OIL CONTROL

COVER GIRL BLUSHERS

COVER GIRL "MOISTURIZER"

COVER GIRL EYES

COVER GIRL LIPS

COVER GIRL NAILS

SKIN CLINIC

RAINTREE LOTION/CREAM

RAINTREE BATH

RAINTREE 'OUTDOOR FACE'

NOX. SKIN CREAM

NOX. HANDS

NOX. LIQUID CLEANSER

SAVVY

GIVENCHY

NATURALLY FEMININE

CAREFREE

APEX

COVER GIRL MAKE-UP

- | | |
|-----------------|---|
| Clean Make-Up | - liquid foundation ✓
- tube
- blush (3 forms) ✓
- pressed powder |
| Oil Control | - liquid foundation ✓
- pressed powder |
| SuperSheer | - liquid foundation
- pressed powder
- tube blush |
| MoistureWear | - liquid foundation ✓
- cream foundation ✓
- cream blush
- pressed powder
- under eye stick
- cover stick
- moisturizer |
| Eyes | - Thick Lash Mascara ✓
- Long 'N Lush ✓
- Professional Mascara ✓

- One Stroke Shadow ✓
- 9-Hour Eye Polish ✓
- Color-Matics ✓
- PeeperSticks
- Pencils ✓

- Softline Liner |
| Lips | - Lipsticks - 22 shades ✓
(cream and shine formula)
- Shine Makers ✓
- Flavored Gloss ✓ |
| Nails | - Nailslicks ✓
- Nail care ✓ |
|
<u>TEST</u> | |
| Skin Clinic | - treatment line ✓
- handcare ✓ |
| Cover Girl | - treatment line ✓ |
| MoistureWear | - Over 25 Cleanser ✓ |